



# **EVENTS INDUSTRY CORONA SURVEY RESULTS.**

**April 9<sup>th</sup> 2020**



# INTRODUCTION

In these unprecedented times we received numerous requests from clients across the industry asking for information on the overall state of the events market. Whilst we had lots of anecdotal information there wasn't the widespread factual information that was needed.

This survey (whilst by no means perfect) is our initial response to try and give at least some answers to all those in the industry.

It has been written, launched and collated within the last seven days. It is anonymous, industry wide and we plan to run a new survey each month to help everyone keep up to date with developments.

If you have any feedback, or would like to submit questions that you think should be included please email us:

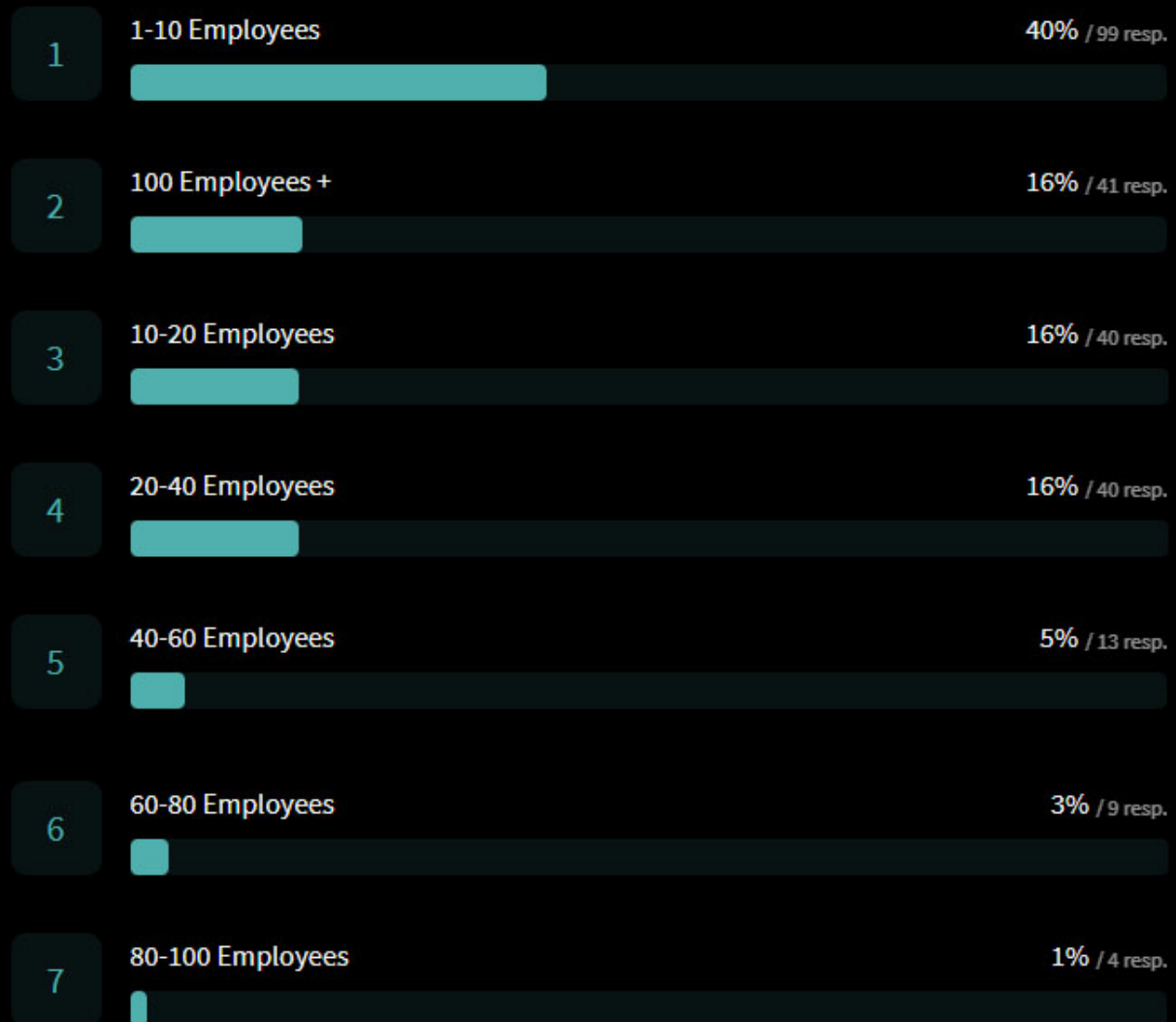
[hi@live-recruitment.co.uk](mailto:hi@live-recruitment.co.uk)

Thank you to all who took part.



## How large is your business?

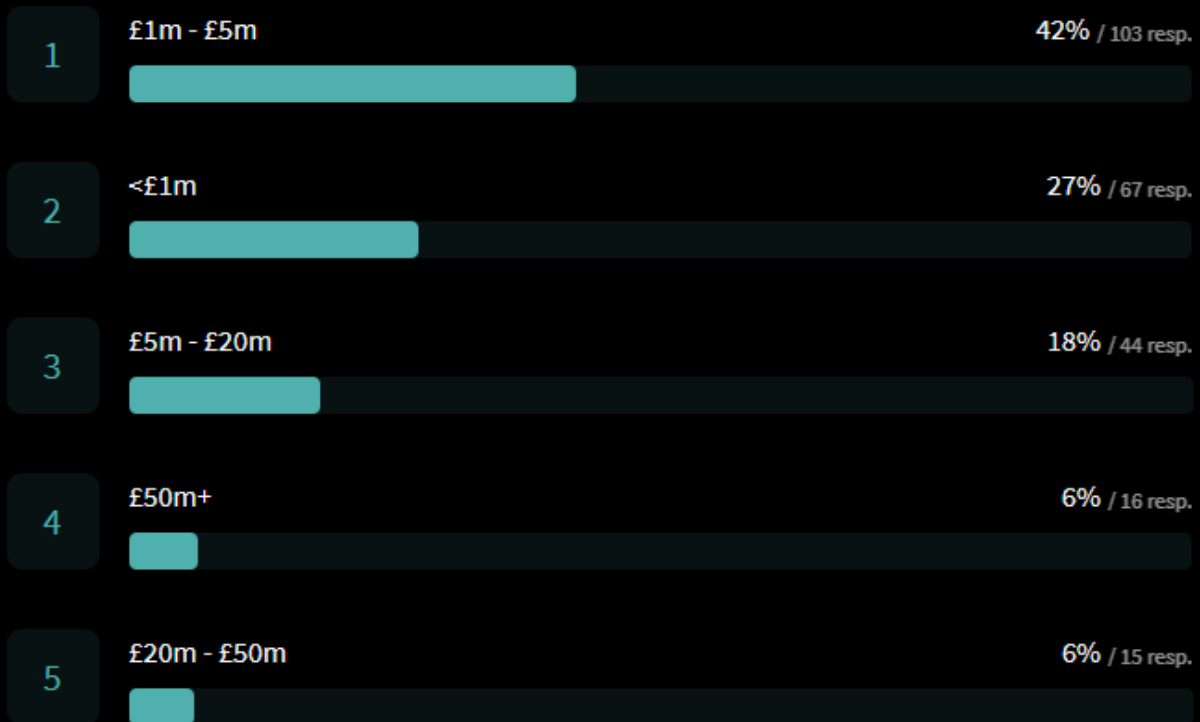
246 out of 246 answered





## What is your business turnover?

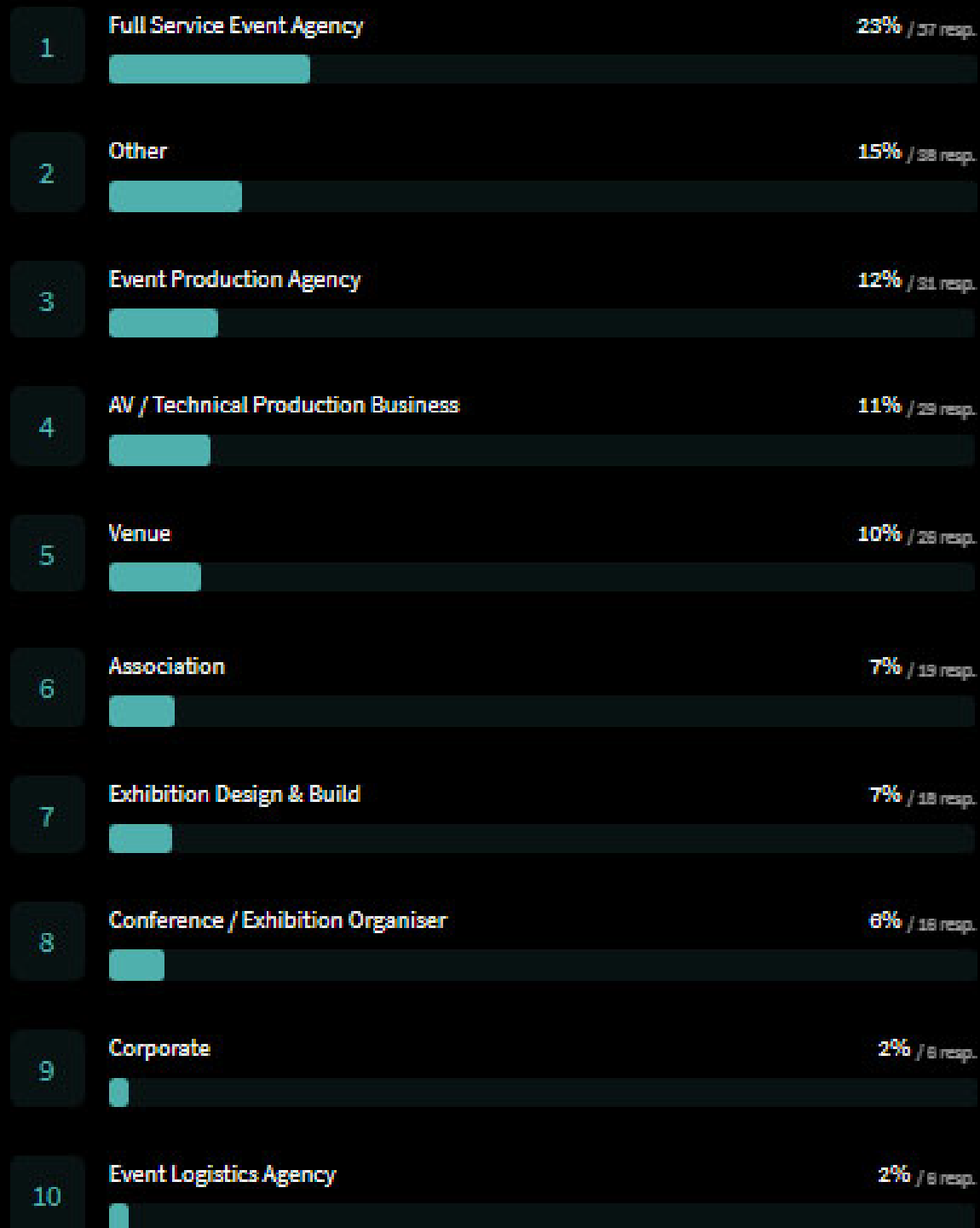
245 out of 246 answered





## How would you best describe your business?

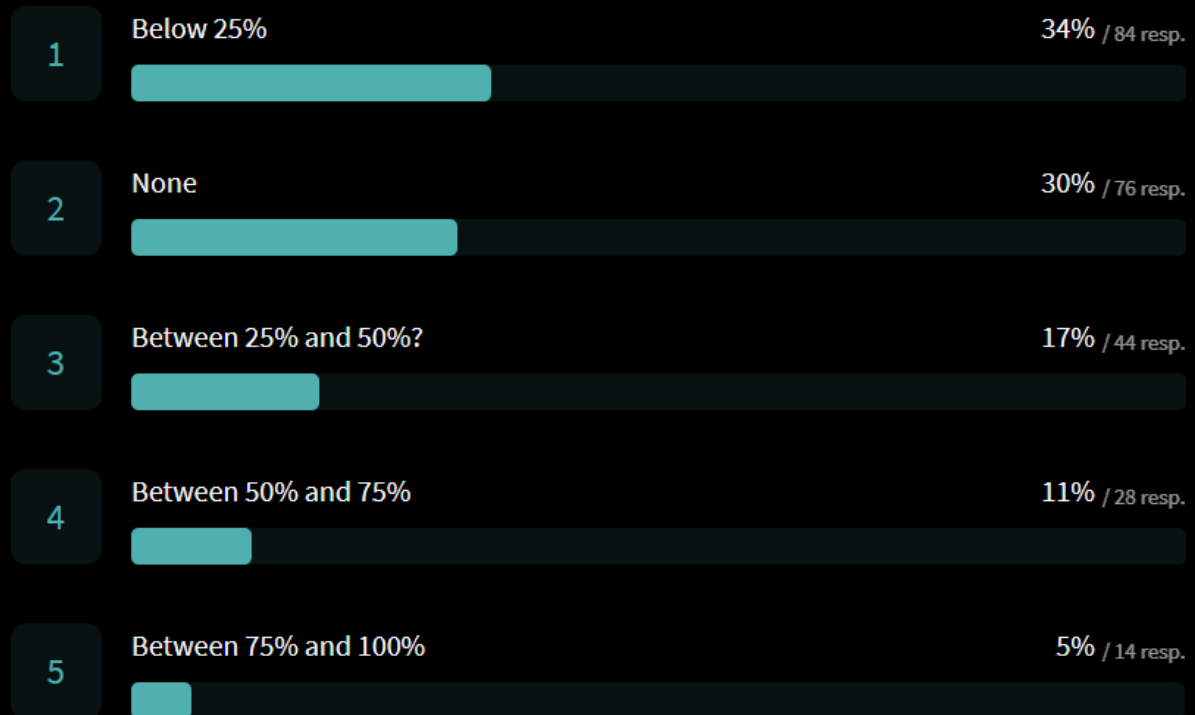
246 out of 246 answered





## What percentage of the events you usually deliver are overseas?

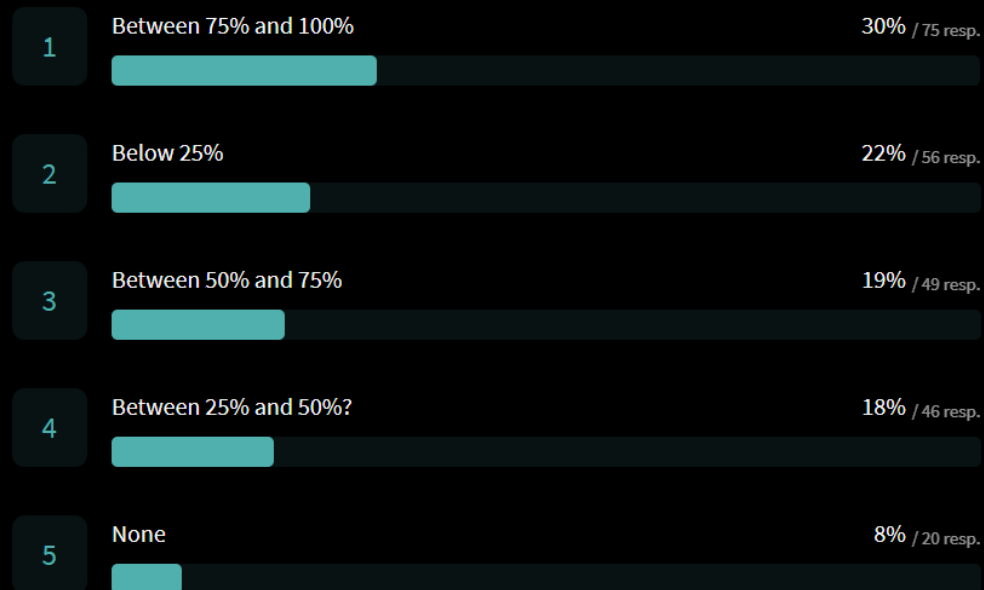
246 out of 246 answered





## What percentage of your live events have been cancelled completely rather than postponed?

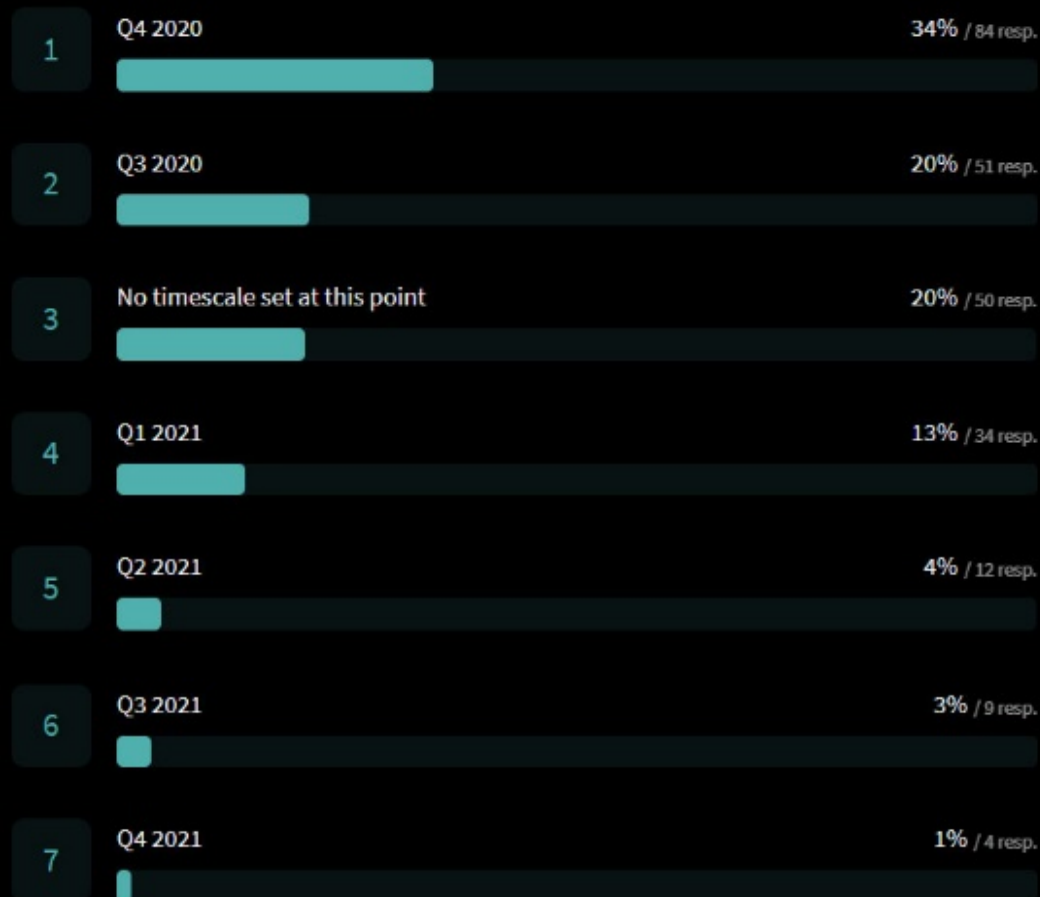
246 out of 246 answered





## If events have been postponed, when are they now potentially happening?

244 out of 246 answered

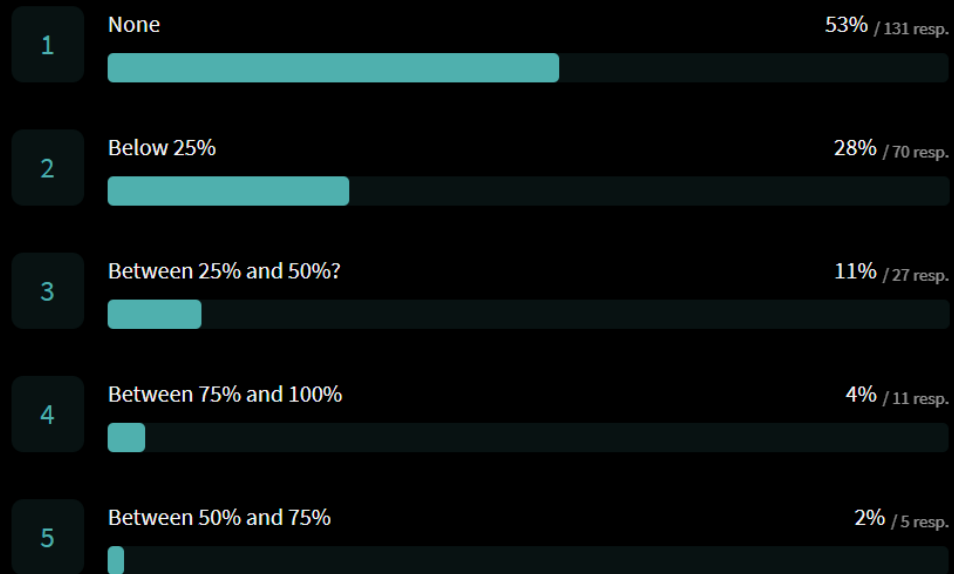






## How many of the live events you were delivering between March and August were moved to a virtual format?

244 out of 246 answered





## Are there any sectors in particular that you feel will reduce the number of events they hold over the Q3 / Q4?

244 out of 246 answered





## Has your Q3 & Q4 events schedule been affected?

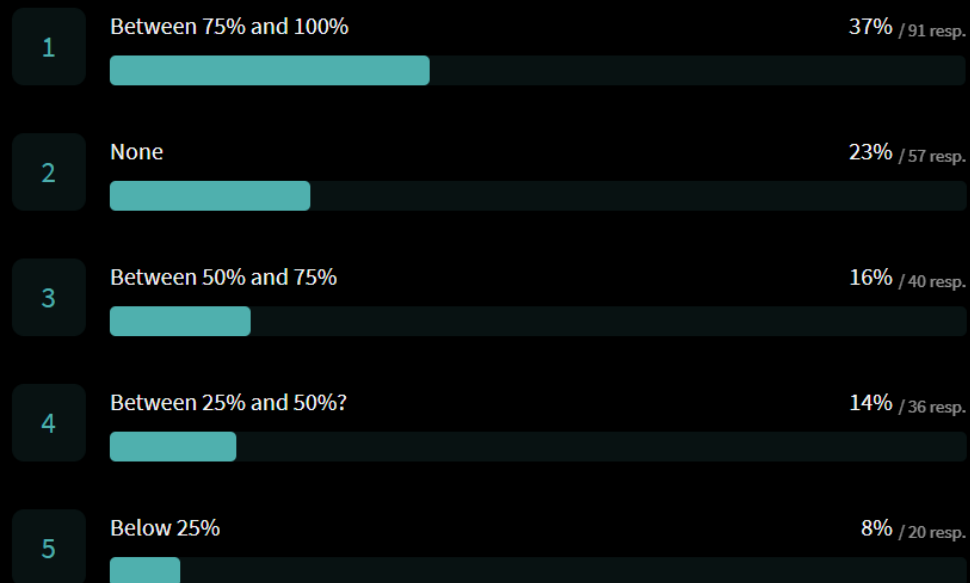
246 out of 246 answered





## Have you furloughed any of your workforce, and if so what percentage have been affected?

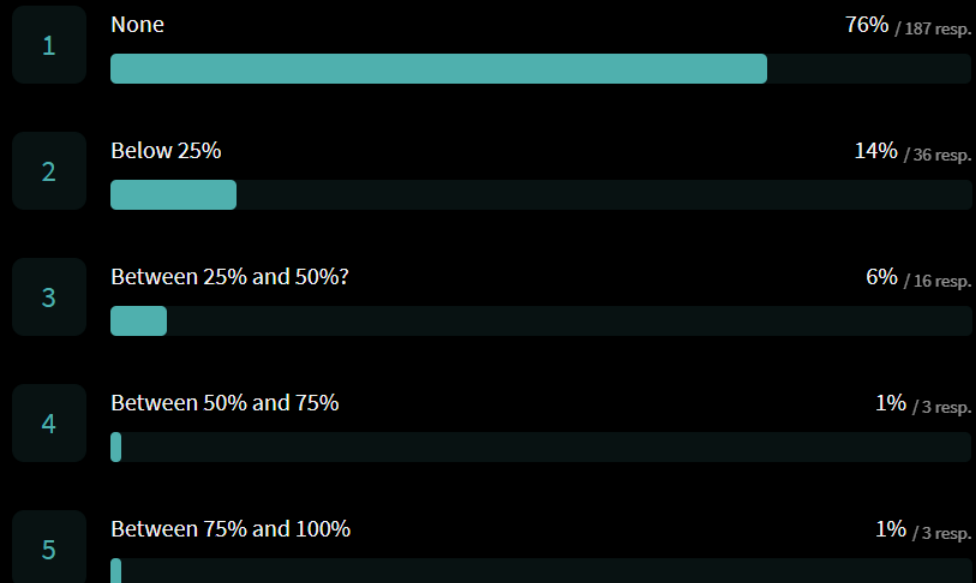
244 out of 246 answered





## Have you made redundancies, and if so what percentage of your workforce have been affected?

245 out of 246 answered





## Do you think the Corona Pandemic will have a greater effect on the events industry than the 2008 financial crash?

246 out of 246 answered

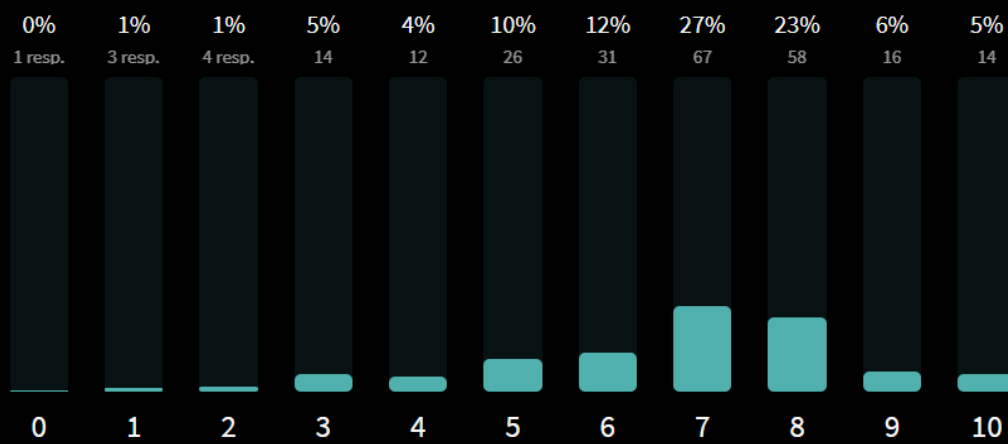




## How well do you think the government has handled the pandemic so far? 0 = terrible

246 out of 246 answered

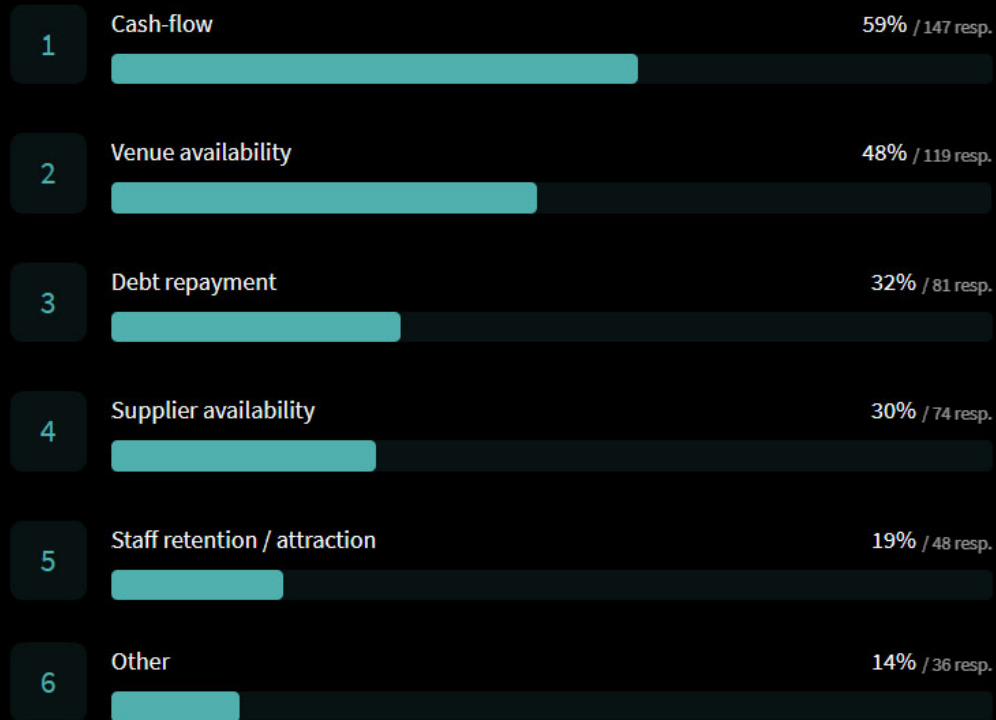
### 6.6 Average rating





## As events start to increase, what do you think are the challenges you will face?

246 out of 246 answered







## Have you used the governments Corona Virus Business Interruption Loan Scheme?

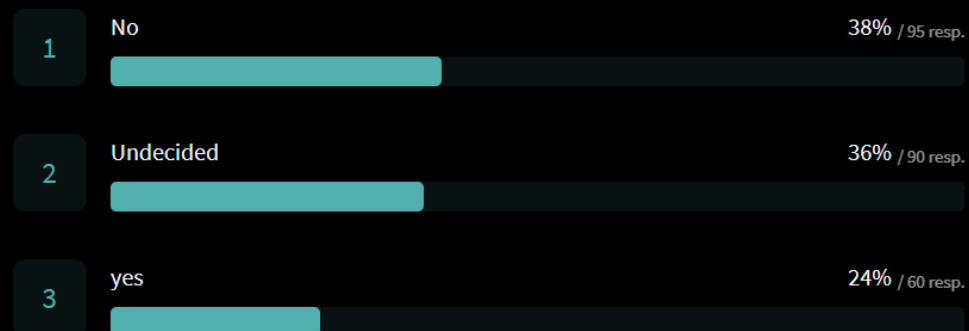
246 out of 246 answered





## Are you planning to use the governments Corona Virus Business Interruption Loan Scheme?

245 out of 246 answered

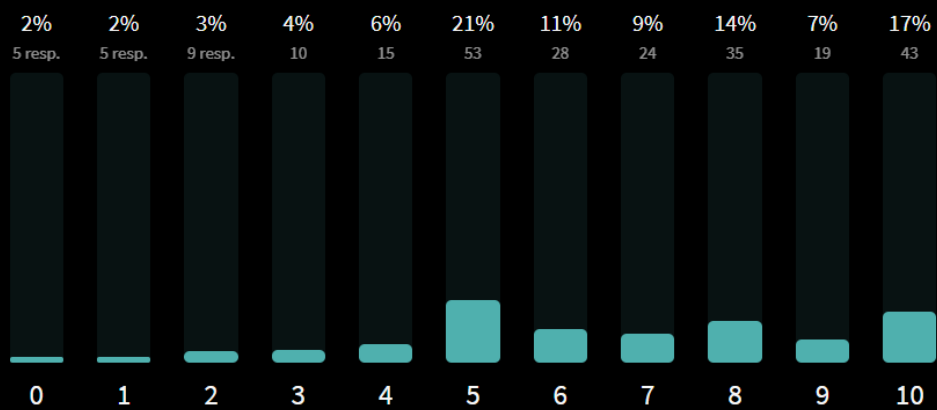




Subjective: How confident are you that your company will survive and thrive over the next 12 months. 0 = not at all confident.

246 out of 246 answered

### 6.5 Average rating





## What lasting effects do you think the Pandemic will have on the events industry?

215 out of 247 answered

- "Clients will be more cost conscious and look for clear ROI before committing to future investment"
- "Reshape how the events are done, more moving to a digital format or incorporating it into the live events format. It is likely to greatly affect the sector (both negatively and positively, eventually)"
- "Changes to contract cancellation and Force Majeure terms"
- "I think many of the venues will suffer badly as they have lost so much revenue or had it moved towards the end of the year. I think many organisations will think carefully before signing venue contracts 'just in case' as some have been very slow to agree to postponements or cancellations when companies have no option but to do that"
- "Long term brand budget cuts, less spend, more digital events and spend with digital agencies and social media"
- "I think that events will see shorter lead times up until the economy is back on its feet"
- "Loss of companies and expertise within the industry"
- "We will probably see a shift to virtual events for small to medium sized events. Big shows shouldn't be affected too much. Although the industry will move with the economy which will take its time to recuperate"
- "I think there will be a big reduction in show numbers and that companies will not have the budgets to prioritise exhibitions over other marketing options"
- "I think that Virtual will come into its own, however I do think that face to face interaction and live events will have more value than ever before"
- "Clients will be more reluctant to commit to events long time in advance for fear of being stung on cancellations. Clients will use this as a reason to carry out fewer all together events, especially in the corporate marketplace"



## What more should the government do to support your company and the events industry more broadly?

211 out of 247 answered

- "Look to allow sporting events to happen behind closed doors to get the TV Broadcast operations happening again"
- "Post-epidemic, schemes should be promoted to assist the industry generate business. For example, Spanish authorities offer SUCOE, a VAT free scheme for UK agencies should local Spanish DMCs be appointed. What would make UK agencies more appetizing to global clients in the future?"
- "The current business support packages are what is required. They can't do anything specific for events (apart from perhaps reducing rates; which they have; on venues). They just need to put more money into the pocket of potential event attendees"
- "I didn't know they had done anything to support us. However, we should be absolutely key to kick-starting the economy after this, and I hope significant government support will be available to support companies wishing to exhibit"
- "Extend furlough period, recognise that when we return to normal, that business levels won't return to normal until 3 - 6 months later"
- "I'd feel the work force could have been mobilised to assist the Army, as many including myself have vast emergency planning backgrounds"
- "Give compensation for cancelled events"
- "Less loans and deferments, more cash injections for businesses at risk"
- "Similar to hospitality I think they should speak to landlords about rent relief for offices and make funds easier to access"
- "It's crazy that people are better off at home doing nothing than they are at work on reduced hours. If we want to have businesses in the strongest position to recuperate, we should realign how we structure this business support"



If you would like to talk to a member of our team regarding the survey, or we can support you in any other way please email: [hi@live-recruitment.co.uk](mailto:hi@live-recruitment.co.uk)

Stay safe

The team at LIVE.